

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	Vincent R. Koser	§	Group Art Unit:	4127
		§		
Serial No.:	10/631,181	§	Conf. No.:	1439
		§		
Filed:	July 31, 2003	§	Examiner:	Rodney M. Henry
		§		
For:	SYSTEM AND METHOD FOR EXECUTION OF CUSTOMER- SPECIFIC MARKETING, DISCOUNTS, AND PROMOTIONS	§	Atty. Dkt. No.:	11446.10
		§		
		§		
		§		

Mail Stop: Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

REPLY TO NON-FINAL OFFICE ACTION

This is a reply to the Office action mailed April 21, 2009, in this application.  
After entering the remarks below, please reconsider this application and allow all claims.

**A Listing of Amended Claims** begins on page 2 of this reply.

**Remarks/Arguments** begin on page 7 of this reply.